

 <p>U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES Substance Abuse and Mental Health Services Administration Center for Mental Health Services</p>	 <p>ADS CENTER Resource Center to Address Discrimination and Stigma BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE</p> <p>11420 Rockville Pike, Rockville, MD 20852 1-800-540-0320 stopstigma@samhsa.hhs.gov</p>
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Upcoming Event

Registration Now Open for Training Teleconference: National Anti-Stigma (NASC) Campaign Media Outreach

The SAMHSA Resource Center to Address Discrimination and Stigma Associated With Mental Illness invites you to register now for a free teleconference training titled, "**National Anti-Stigma (NASC) Campaign Media Outreach.**"

Date: Wednesday, January 17, 2007
Time: 3:00 PM – 4:30 PM (Eastern Time)

To participate in this training teleconference, please complete the registration form located online at <http://www.stopstigma.samhsa.gov/regpage.cfm>. For additional teleconference information, please refer to the [Training](#) section of the SAMHSA ADS Center Web site or contact a technical assistance representative by e-mail at stopstigma@samhsa.hhs.gov or by telephone at 1-800-540-0320. Please pass this invitation along to interested friends and colleagues. *Please note: Registration for this teleconference will close at 5:00 p.m., Eastern Time, on Tuesday, January 16, 2007.*

Training Summary

One of the fastest and most effective ways to communicate to a widespread audience is through the media. But how do you get them to carry your messages when there are so many other Public Service Announcements (PSAs) for them to show? The key is in cultivating effective media relations. This workshop will help you understand the fundamentals of media outreach so that you can promote the NASC campaign in your region.

Please join us as we:

- Present an update on the NASC.
- Describe strategies for building media relations.
- Identify ideas for approaching local media.
- Discuss how and when to customize PSAs.

Training Sponsor

This teleconference is sponsored by the SAMHSA Resource Center to Address

Discrimination and Stigma (ADS Center), a project of the Center for Mental Health Services (CMHS) of the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services. The session is free to all participants.

**About the
SAMHSA
ADS
Center**

SAMHSA's Resource Center to Address Discrimination and Stigma (ADS Center) helps people design, implement and operate programs that reduce discrimination and stigma associated with mental illnesses. With the most up-to-date research and information, the ADS Center helps individuals, organizations, and governments counter such discrimination and stigma in the community, in the workplace, and in the media.

Subscribe to receive this update by sending an e-mail to stopstigma@samhsa.hhs.gov, or by calling an ADS Center representative at 800-540-0320. To comment on the materials included in this update, please send e-mail to stopstigma@samhsa.hhs.gov, or write a letter to Resource Center to Address Discrimination and Stigma Associated with Mental Illness; Informational Updates; 11420 Rockville Pike; Rockville, MD 20852. To unsubscribe from this distribution list using the subscribed e-mail account, click [here](#). To unsubscribe your address from a different e-mail account, send a message to Majordomo@listserve.shs.net with the following command in the message body: unsubscribe stopstigma [Your E-mail Address].

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